

Saturday Evening Post to Reappear

Special to The Star

NEW YORK — The Saturday Evening Post is being resurrected from the grave.

Once considered a national institution, the Post died Feb. 8, 1969. Its demise was attributed to a fatal lack of advertising revenue; the Post's circulation had remained strong even in its waning years.

Now the magazine, which claimed to be a direct descendant of Benjamin Franklin, is scheduled to reappear in the form of a quarterly. According to Beurt SerVaas, president of the Saturday Evening Post Co., a subsidiary of Curtis Publishing Co., the first issue will go on sale in June. He said 500,000 copies will be printed, for newsstand sales only.

No formal announcement of the Post's reincarnation has been made. Instead, the news

was leaked through artist Norman Rockwell, who did many of the old Post's most memorable covers.

SerVaas said Rockwell will do the cover for the first issue of the new Post.

SerVaas said the magazine will be directed at Middle America. "It will be an optimistic magazine," he said.

"We want to talk about what is good about America. I would not intend it to be Pollyannish."

Asked what prompted him to

attempt to revive a magazine that was a major factor in losing some \$62 million for Curtis Publishing Co. between 1961 and 1968, SerVaas replied: "We still employ three people who do nothing but receive and answer letters from readers all over the world wanting to know what happened to the Post."

"They tell us how much they miss the magazine and say that this little bit of America should not have been allowed to leave the scene."